Managing international returns

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WINNERS OF THE INNOVATION AWARD 2016

Serial returners drive up online price tags

I MEET MY BOYFRIENDS ONLINE SO I CAN SEND THEM BACK

- Women are the worst offenders!

- ¼ admit to buying with the intention of returning

- 60% say returns policy influences purchase decision

- 2/3 retailers say returns are hurting their business
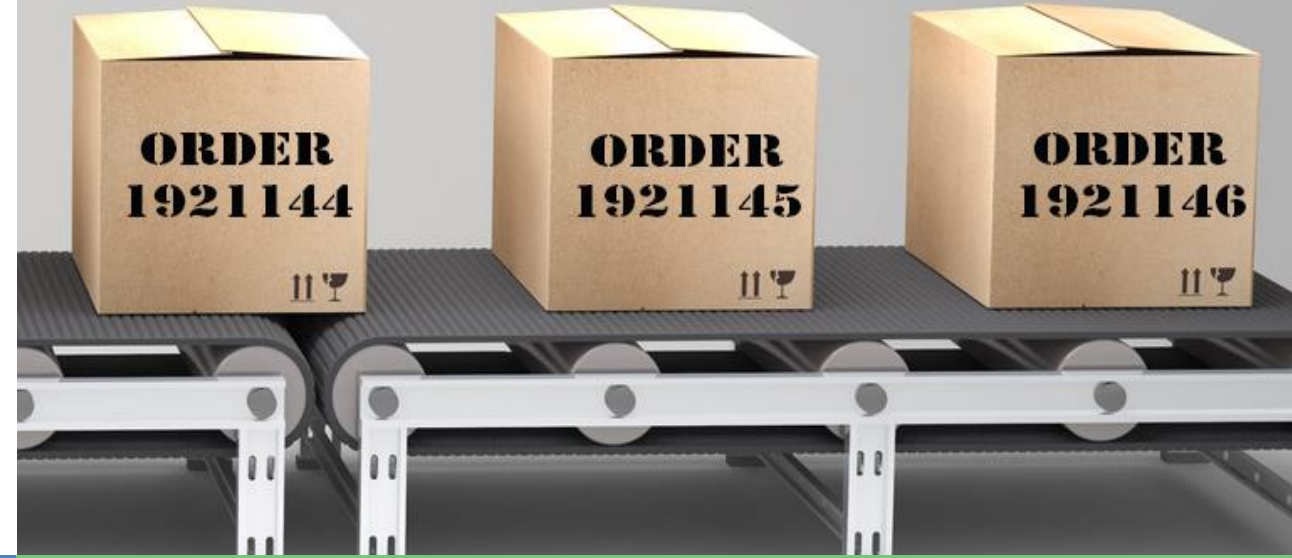
zigzag global provides a **software platform** linking **retailers** with a network of **local warehouses** around the world – where ecommerce **customers** can send **returns**.

Instead of sending the goods back to the retailer, zigzag can store and **resell** the stock **locally** and provide **cash recovery** - not returns.

Free or cheap returns increase sales	Returns can be over 40% In Germany and India	20% returns rate =20% stock OFF SALE!
Cost of returns can exceed cost of goods	US consumers returned over $260bn in 2015	Customers want faster refunds
Local returns now a requirement on Amazon	Fashion has the highest return rate	Simple returns are more important than price

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"Returns levels for Germany are considerably higher than other countries across Europe - up to three times the level seen in France and Spain,"

"This can largely be attributed to Germany's catalogue shopping heritage"

"We see a very high number of multiple pair orders in Germany, and these multiple orders more often consist of colour or style variations, as opposed to multiple sizes."

Dave Elston – Clarks Shoes

Retailer	FREE UK	FREE INTERNATIONAL	DAYS
M&S	YES	YES	35
NEXT	IN STORE ONLY OR £3.99	NO	28
Aracadia	YES	YES	28/14
PRIMARK	YES	YES	28
Debenhams	YES	YES	28
New Look	YES	NO	28
Matalan	NO	NO	28
Sports Direct	NO	NO	14
Clarks	YES	YES	28
JD Sports	NO	NO	14

Make it Easy!

- Don't hide your returns policy

- Consider a longer returns period

- Include returns info on confirmation emails

Add 'Return' or 'Exchange' tick boxes to inbound label

- Help your warehouse prioritise returns

- Include the channel the goods were sold on

Improve your dispatch notes!

- Add return reason codes

- Make forms easy to fill out / Pre fill

Preprint the basics

- Dynamically print the rest

Control the cost of your returns

- Don't let the customers decide courier

- Send Returns Tracked

- Provide returns labels via a portal

Use the correct language

- Localise delivery address e.g. cyrillics

- Translate your dispatch notes

- Print local returns policies dynamically

Provide a localised returns address

- Requirement for some marketplaces

- Easier for customers

- Faster Refunds / Exchanges

- Cheaper for retailers

Refulfil from local warehouses

- Save on costs

- Faster delivery times

- Lower carbon footprint

- Reduce stock duplication

Refulfil from local warehouses

- Factor in cost of return postage

- What is staff cost?

- What is the cost of lost business?

- Consider cash recovery models not returns?

Experiment with Free vs Paid

- Set thresholds for exchanges and returns

- Personalise for high value customers

Resell returns via Marketplaces such as eBay & Amazon

- Consider markets you don't currently trade on

- White label to protect your brand & price points

Basket Details

You are saving £65.00 off RRP

Original Penguin Mens Boots   Qty. 1

Size 6   Save £65.00   £24.99 ✖

Returns Label   Qty. 1

Save £0.00   £1.99 ✖

Total Items	2
Goods Total (excluding delivery)	£26.98
Standard Delivery	£4.49
Order Total	£31.47

You are saving £65.00 off RRP

M&M Direct

- M&M Direct **upsell** a returns label with every purchase

I didn't buy a pre-paid label?   −

Don't worry, you can still take advantage of this service by going to www.hermesparcelreturn.co.uk and purchasing a label then drop it off at a Parcel Shop £2.99

To make sure your parcel is suitable for the Hermes Parcel Returns service please check that it does not exceed the maximum dimensions and weights stated below.

- Maximum Weight up to 15Kg
- Maximum Length up to 120cm
- Maximum Volume up to 225cm

Amazon.co.uk

- Promoting Exchanges on FBA items

- Intelligently offering different sizes or colours

- Refunding automatically on low value items

- Different service for Prime customers

ORDER PLACED 3 April 2016	TOTAL £7.27	DISPATCH TO AL GERRIE [Ring Buzzer 151] ▾	ORDER # 202-2747965-7955554 Order Details | Invoice ▾

Delivered 5 Apr 2016
Parcel was handed to resident

Trespass Kids Cranky Cycle Safety Helmet - Dark Blue, 48-52 cm
Sold by: Amazon EU S.a.r.L.
£7.27

Buy it Again

Track package

Return or Replace Items

Leave package feedback

Write a product review

Hide Order

Returns Portal
(multi language)

Local returns
addresses worldwide

Intelligent returns base
on sales

Returns resold
to new customer

Please, enter your order details:

Help

Help & Info
Returns & Exchanges
Orders & Payments
Shipping
International Shipping
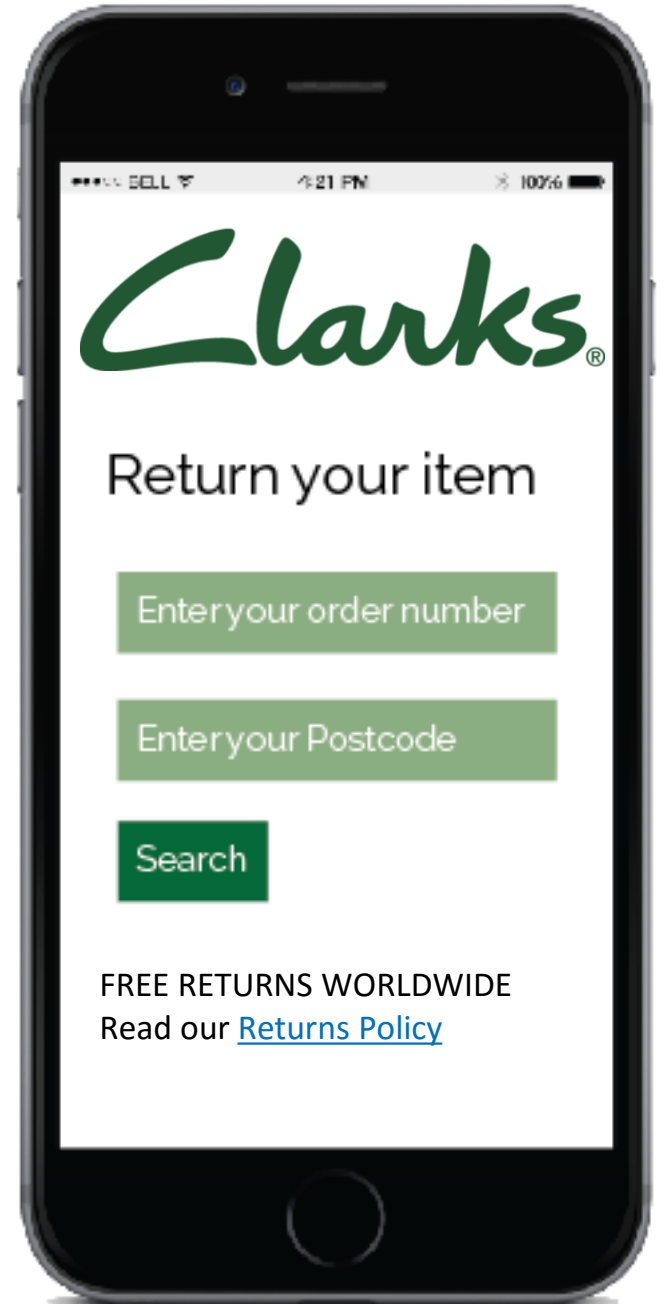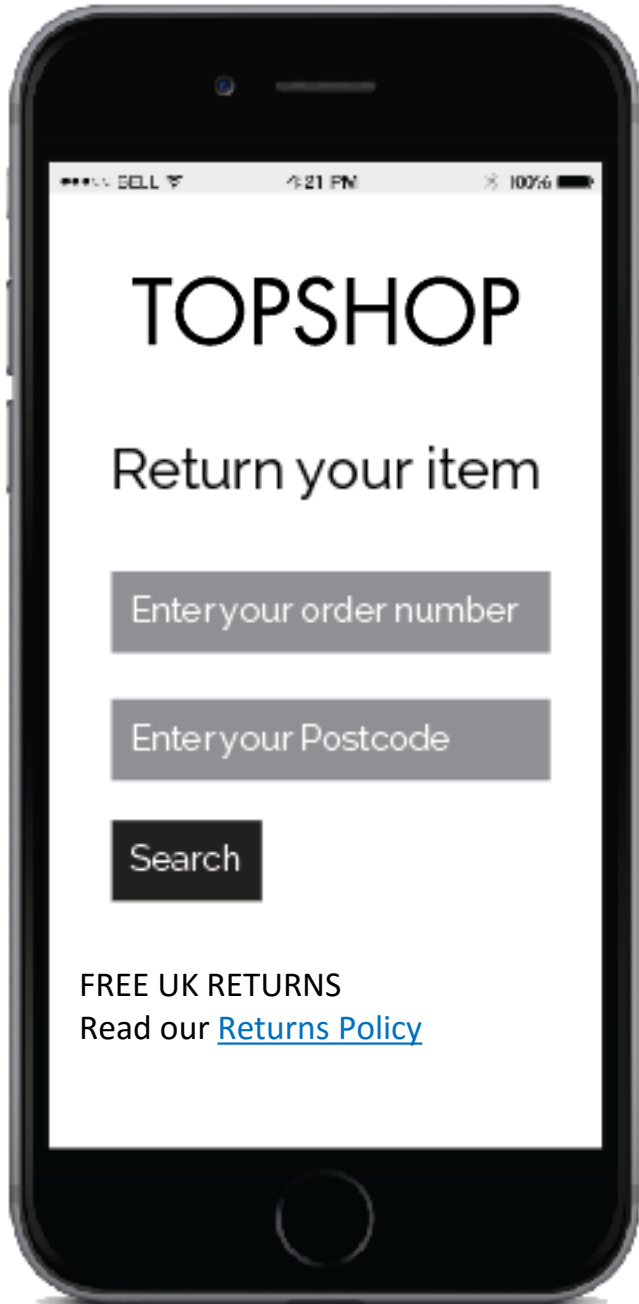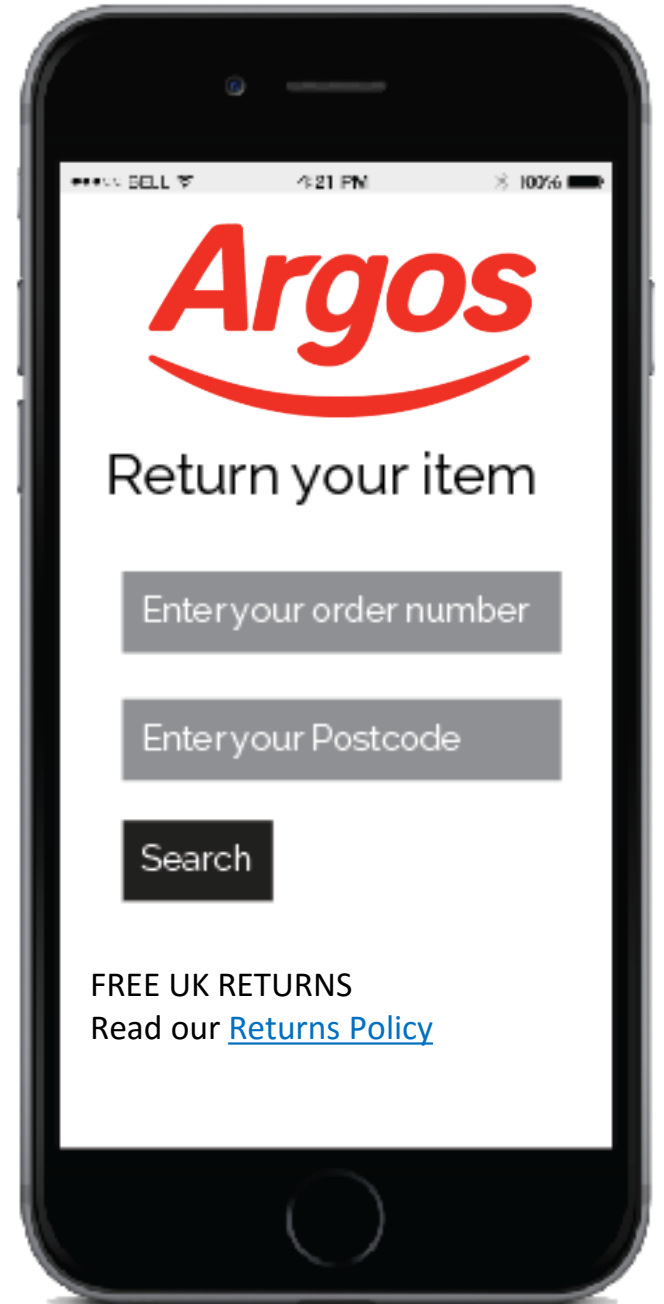Without Walls
FAQ
Gift Cards

Order number

Delivery postcode

Search

Returns & Exchanges

You can return or exchange any unworn, unwashed or defective merchandise by mail or at one of our US or Canada store locations. Returns made within 30 days of the order shipment date will be refunded to the original form of payment. Returns made after 30 days of the order shipment date will be refunded via an emailed e-merchandise credit.
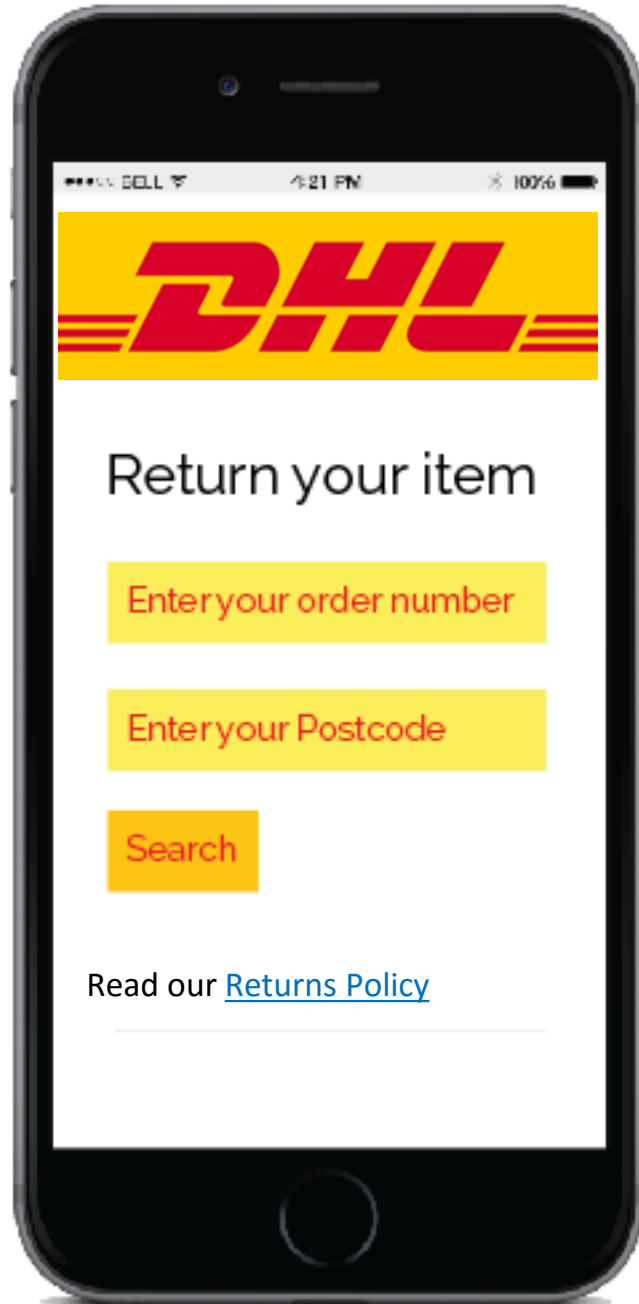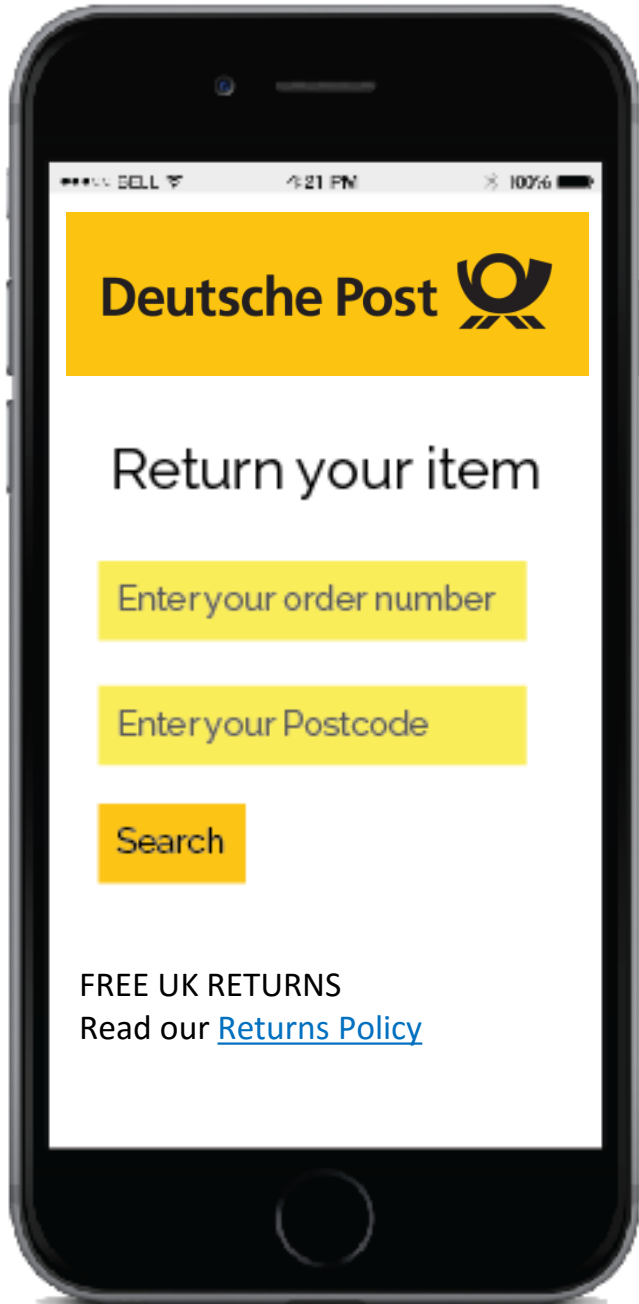
Contact Us
Store Locations
Get

zigzag provide a simple self-service returns portal on the returns page

Customer service costs are reduced

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TOPSHOP

Return your item

Enter your order number

Enter your Postcode

Search

FREE UK RETURNS
Read our Returns Policy

SPORTS DIRECT.COM

Return your item

Enter your order number

Enter your Postcode

Search

Read our Returns Policy

Clarks®

Return your item

Enter your order number

Enter your Postcode

Search

FREE RETURNS WORLDWIDE
Read our Returns Policy

Deutsche Post

Return your item

Enter your order number

Enter your Postcode

Search

FREE UK RETURNS
Read our Returns Policy

DHL

Return your item

Enter your order number

Enter your Postcode

Search

Read our Returns Policy

Argos

Return your item

Enter your order number

Enter your Postcode

Search

FREE UK RETURNS
Read our Returns Policy

Please, select the item(s) you would like to return:

Item	Quantity	Item Price	Total Price
Your Neighbors Devon Quilted Bomber Jacket SKU #36577468	1 ∨	$89.00	$89.00
Color: NAVY Size: S			Edit Remove
Your Neighbors Devon Quilted Bomber Jacket SKU #36577468	1 ∨	$89.00	$89.00

Possible return reasons

Too small

Too large

Style not as expected

Ordered wrong style/size/color

Description on website was not accurate

The shipping box or envelope and item are both damaged

Wrong item was sent

Defective/Does not work properly

Arrived in addition to what was ordered

Better price available

zigzag displays the customers basket

The buyer selects items to return, with bespoke return reasons

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Choose from free/paid convenient returns options: Postage, PUDO, Collection...

How do you want to return your item?

Choose from:

- FREE Postage paid label

- FREE Local DHL Service Point

- **£5 Collection by DHL**

DHL Service Point
(DHL Express Wapping)
Courier service
Unit 8 Princess Court Business...
0844 248 0844
Opens at 10:00
Website   Directions

DHL Service Point
(Ryman Cheapside)
Courier service
127 Cheapside
0844 248 0844
Open until 19:00
Website   Directions

DHL Service Point
(Ryman Tottenham Court...
Courier service
66 Tottenham Court Rd
0844 248 0844
Open until 19:30
Website   Directions

PARCEL RETURN SERVICE + **The SECRET SAUCE** = **£££**

Free, Paid or retailer subsidised returns	Intelligent cost controlled returns label	Save up to 50% on carriage costs
Braintree Payments in 130 currencies	Reduce return parcel journeys by 65%	Goods can be relocated according to demand
Fully tracked postal courier solution	Warehouse + Carriage costs calculated	ZigZag can become cost neutral

Retailers need to turn stock quickly

Full visibility - goods scanned on receipt

Customers refunded on receipt = 4x Faster

Stock can be graded and priced ABCD

Goods Reprocessed and repacked locally

Products back in the supply chain in 2-3 days

Improve customer service and retention

Goods consolidated weekly or monthly

Custom business rules by Grade or brand

Resale via Marketplaces

A Grade stock sold back via main website

B&C Grade goods can be resold as clearance

Recover up to 75% of sale price on average

Send back to retailer or to local store network

Resale in bulk via B2B marketplaces

Wholesale, Donate or destroy locally

Local warehouses for fast moving stock

Or clear stock from your own warehouse

New warehouses coming in 2016

ZigZag can integrate into multiple 3PL's

Software integrations eg Magento, Hybris etc

China, India, Russia, Brazil Japan, Canada, Mexico...

Typical Order Flow

- Customer returns item via ZigZag Returns Portal
- Carrier collects item from customer
- Warehouse receives item
- Retailer refunds customer (optional)
- Goods sent back to Retailer weekly

Winner of the Innovation Award at the World Retail Congress
Shortlisted for Disruptor of the Year 2016 – Retail Week Tech & Ecomm Awards
Shortlisted for Innovation of the Year 2016 - Supply Chain Awards
Winner at London Technology Week - GetInTheRing